



# Partnerships for Environmental Public Health

## Environmental Health Communication: Methods, Research, and Training

July 15th, 2011 | 8:00 a.m. – 4:00 p.m.  
Natcher Conference Center, Bethesda, MD

### Purpose & Objective

Communication and capacity building are central components to the PEPH Program. Within PEPH, grantees have developed many different communication approaches and materials, as well as a variety of training strategies to build the capacity of researchers, community groups, educators and health care professionals to communicate environmental health messages more effectively. In the spirit of PEPH with its goal of breaking down programmatic silos and fostering interactions across grant-based program, the purpose of this meeting is to provide a venue for PEPH grantees and partners to have small group discussions on and learn about common strategies used to build the capacity of researchers, community groups, educators and health care professionals.

### Objectives:

1. Increase awareness of training strategies and materials used to build the capacity of researchers, community groups, educators and health care professionals
2. Highlight successful elements of strategies and materials
3. Promote interactions among grantees from across different grant programs
4. Identify gaps and opportunities in capacity building that could be written up in a white paper



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## Environmental Health Communication: Methods, Research, and Training

### Agenda

**8:00 – 8:50 a.m.**

Room D

#### **Welcome & Charge to Participants**

Liam O'Fallon, NIEHS

Claudia Thompson, NIEHS

**9:00 – 10:20 a.m.**

Room C

#### **Morning Breakout Sessions**

##### Building Communication Capacity for Environmental Health Researchers

Environmental health researchers traditionally share findings with colleagues and funding agencies through conferences, peer-reviewed publications, progress reports, and other venues. In this session, we will discuss expanding researcher communication efforts to include direct interaction with affected populations, policymakers, and other stakeholders.

Session Leader: Anna Hoover, University of Kentucky

Room G

##### Building Communication Capacity for Educators

“Educators” are composed of a broad group, including K-12 teachers, college and university faculty, museum curators/archivists, and instructors within Schools of Public Health settings. Educators are critical conduits of environmental health information to student populations, yet oftentimes work independently from others in the field of environmental health sciences. In an effort to bridge this gap, the educators group will focus on the overall question: “What are the most effective approaches and strategies that can be used to communicate environmental health messages to educators, thereby impacting student populations?”

Session Leader: Tony Ward, University of Montana

**10:30 – 11:15 a.m.**

Room D

#### **Report back**

The two breakout groups will come back together to summarize their discussion and solicit input from the full group.



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## Environmental Health Communication: Methods, Research, and Training

**11:30 – 12:45 p.m.**

Room A

### **Working lunch with focus on Media/Journalist**

The session will include a brief presentation by: Evonne Kaplan-Liss, MD, MPH, Research Assistant Professor of Preventive Medicine, Pediatrics, and Journalism, Director, Children's Environmental Health Centers of New York at Stony Brook. Dr. Kaplan-Liss will discuss how to work with the media to increase communication about environmental health projects and particular issues relevant to environmental health communication. After the presentation, Elissa Yancey, MEd, Associate Professor of Journalism, University of Cincinnati, will lead a brief exercise to guide participants through the translation of specific communications pieces.

Session Leaders: Elissa Yancey, University of Cincinnati  
Kimberly Thigpen-Tart, NIEHS

**1:00 – 2:20 p.m.**

Room C

### **Afternoon Breakout Sessions**

#### Building Communication Capacity for Community Groups

This workshop will explore methodological diversity in EPH communications from the perspective of the PEPH community. Participants will gain insight from both community-based organizations and community engagement researchers into effective non-traditional communication methods and outreach strategies, and persistent challenges and obstacles in communication of risk, result disclosure. Particular emphasis will be placed on the community's role in the development, oversight and implementation of communication efforts, and how to build upon that role.

Session Leaders: Beverly Watkins, New York University  
Damaris Reyes, Good Old Lower East Side

Room G

#### Building Communication Capacity for Public Health and Healthcare Professionals

The objectives of the public health and healthcare professionals session are to learn about PEPH participants' experiences working with public health/health care professionals and to begin scoping best practices for working with these professionals (includes identifying opportunities and gaps).

Session Leaders: Kathleen Gray, University of North Carolina  
Edward "Ted" Emmett, University of Pennsylvania



## Adjourn

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